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CONSUMER TIME
STRETCHING THE MEAT

NET WORK: NBC

ORIGIN: WRC

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DATE: April 3, 1943

U. S. DEPARTMENT OF AGRICULTURE
TIME: 12:15-12:30 PM-EWT

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1. SOUND: CASH REGISTER...RINGS TWICE...

2. MAN: (SIMPLY) This is CONSUMER TIME.

3. SOUND: MONEY IN TILL....CLOSE DRAWER.

4. WOMAN: That's your money buyin' food.

5. SOUND: CASH REGISTER.

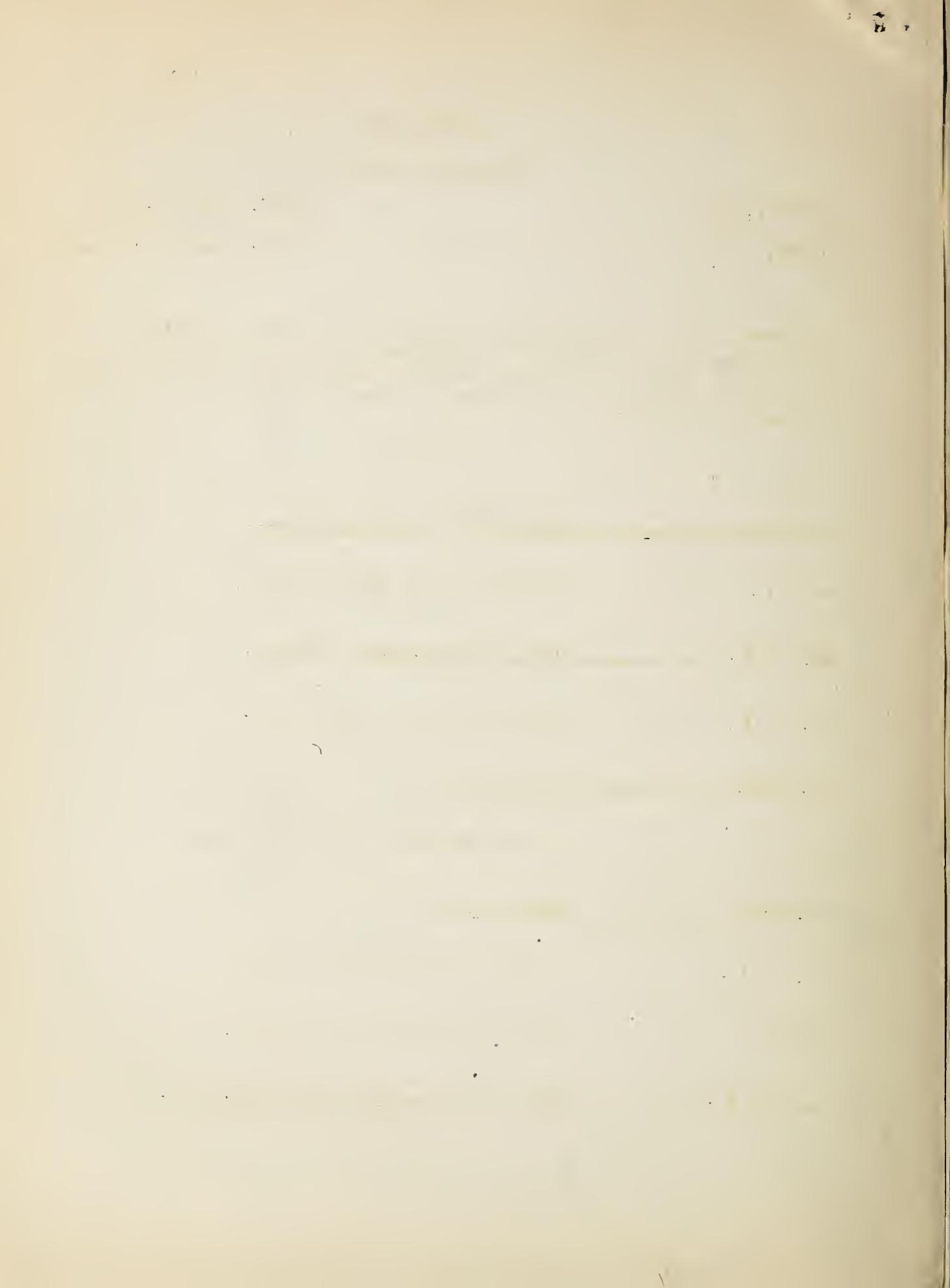
6. MAN: That's your money paying for a home.

7. SOUND: CASH REGISTER.

8. WOMAN: That's your money buying clothes

9. MAN: Buying you a living in wartime.

10. SOUND: CASH REGISTER...CLOSE DRAWER...PAUSE.



11. VOICE: And now - the Consumer News of the Week - interpreted by your consumer reporter, Johnny Smith---

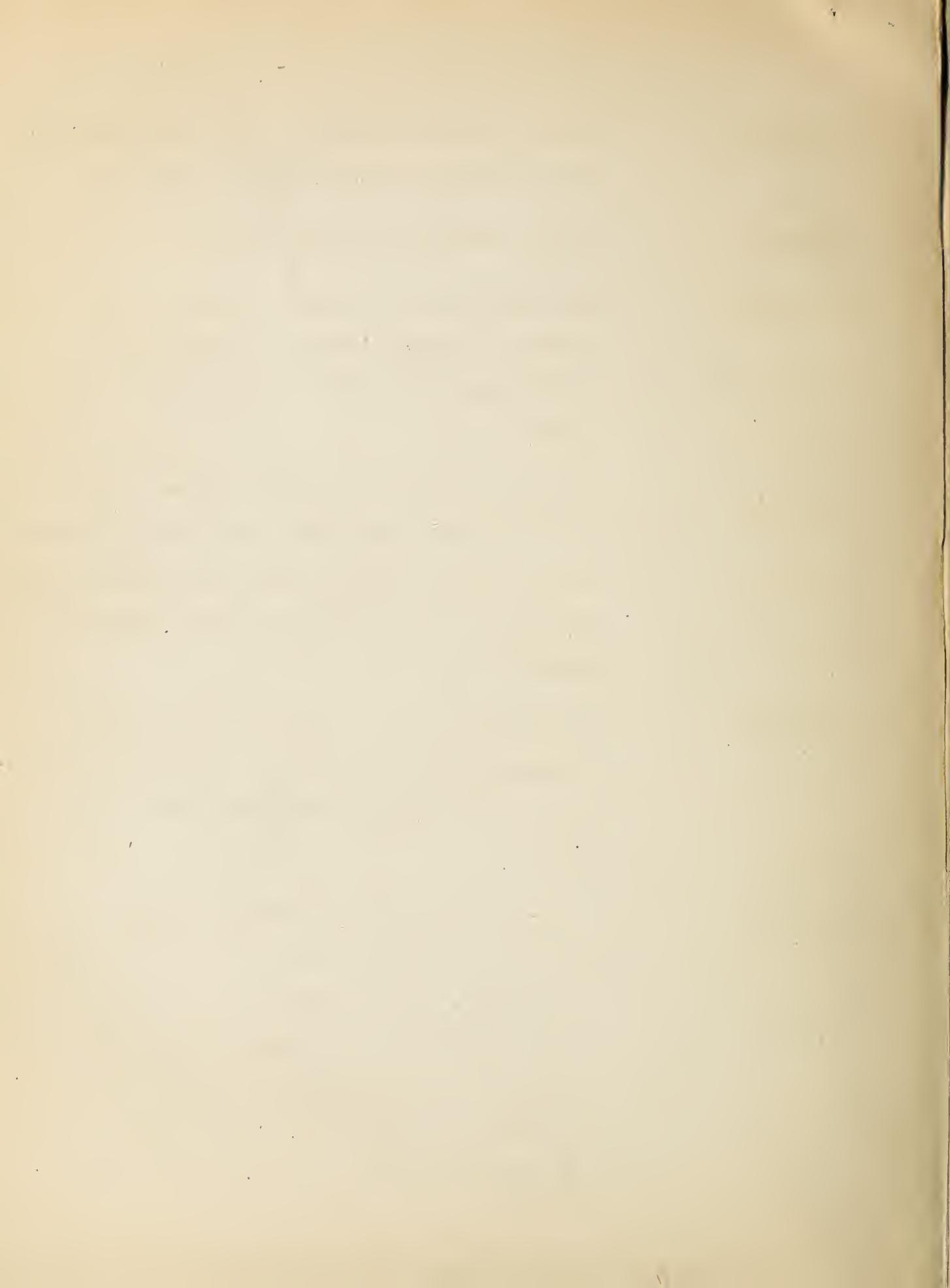
12: JOHN: The war orders straight from Washington---

13. VOICE: (ON FILTER) Food Distribution Administration will release to civilians more than two million cases of canned fruits and vegetables now in storage for the Army.

14. JOHN: That's to add to the canned goods already on our grocers' shelves. The Army's supply will be replaced later on - from fruits and vegetables that are picked and packed in 1943. And now - a similar order on meat-----

15. VOICE: (ON FILTER) During the first two weeks of meat rationing, all stock slaughtered will go to civilians. None may be set aside for the armed forces or Lend-Lease.

16. JOHN: That's to help relieve any shortages in our meat supply that may develop during these first two weeks of rationing. And the biggest news of the week is that meat rationing has started - though it may take a while yet to get your share of the meat into your butcher shop. Meanwhile, I've been wondering how you consumers are all making out. How about you Mrs. Freyman?



17. FREYMAN: Well, I seem to be doing all right, Johnny. Still able to get here to the studio.

18. JOHN: Were you able to get enough meat this week?

19. FREYMAN: Yes - I'd call it enough - if we know how to make the very most of it. I imagine a lot of us here in America waste a good deal of food.

20. JOHN: About ten percent of all the food we buy.

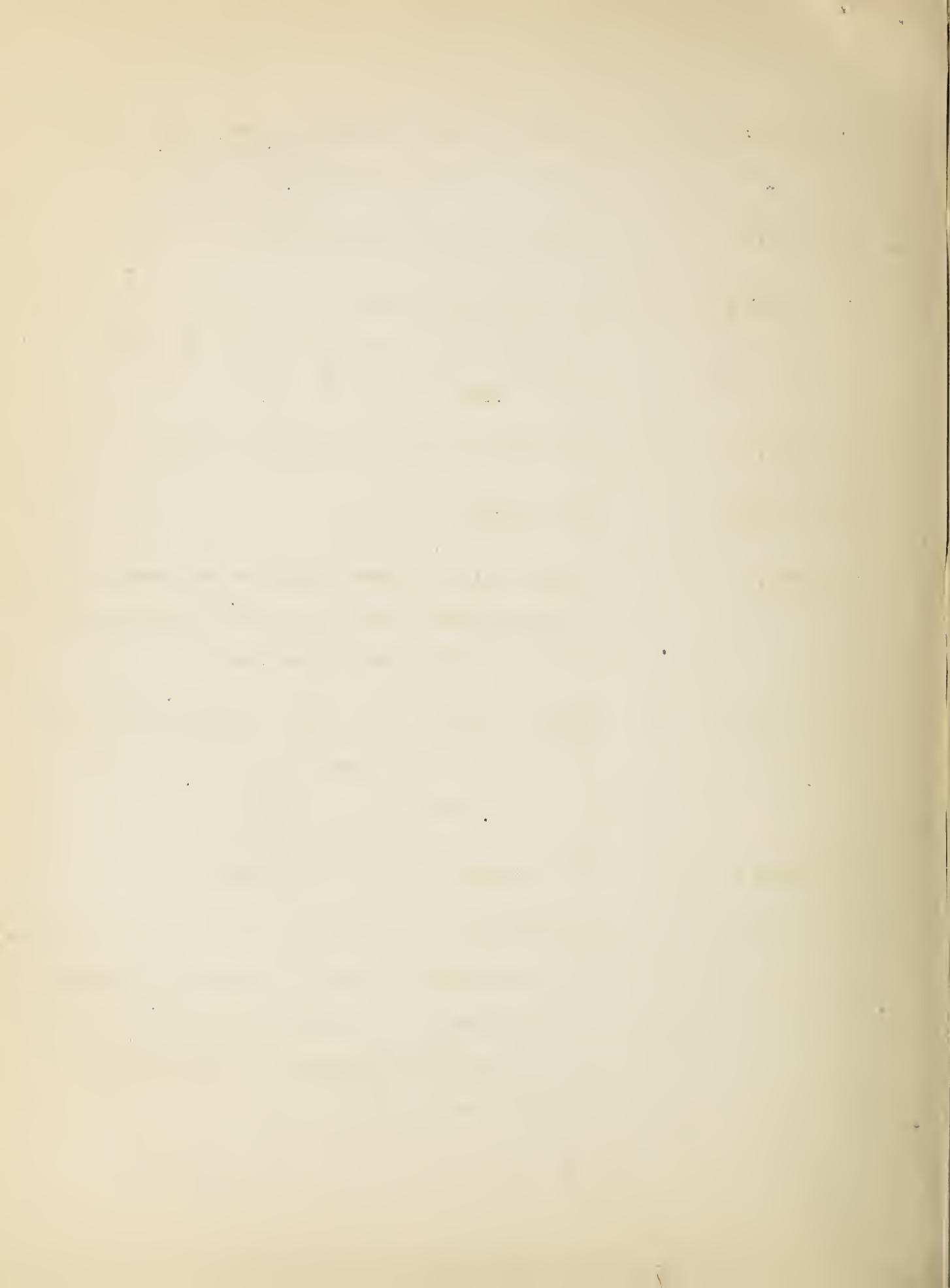
21. FREYMAN: Ten percent!

22. JOHN: That's what the experts say. Of course, everybody doesn't waste that much. You, for instance, Mrs. Freyman now, you're a pretty smart consumer-----.

23. FREYMAN: Still I imagine I waste plenty. Though not as much as the newlywed who lives next door to me. That poor child----!

24. JOHN: Is she really the green young bride?

25. FREYMAN: Is she! I'll never forget the first time she invited her mother-in-law to dinner. My, how Betty slaved over that meal! Wanted everythin, just perfect. She was just about succeeding - when her husband came home ---



26. SOUND: ON MIKE - RUMP OF POTS AND PANS, STIRRING OF SPOON.

27. BETTY: (SOTTO, FLUSTERED) Now, did I salt the peas - or didn't I?

28. DICK: (BREEZING IN) Hello, darling—

29. BETTY: Don't bother me now, Dick.

30. DICK: Why, Betty! Haven't you even got a kiss for your old man?

31. BETTY: A brief one. (BRIEF KISS) It's my mother-in-law I'm worried about right now.

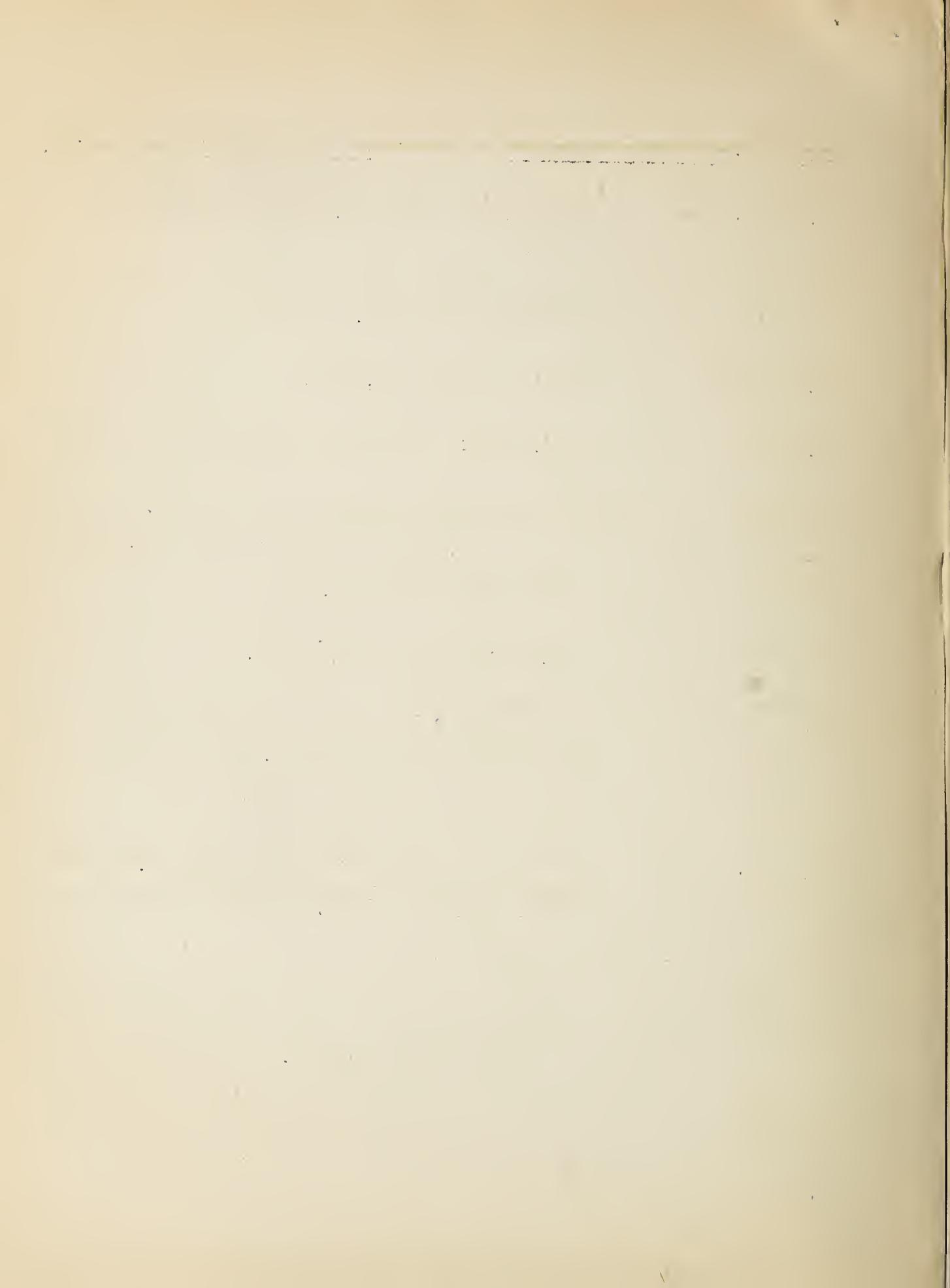
32. DICK: Aw, don't let Mother scare you.

33. BETTY: But Dick — she's such a wonderful cook. I've got to show her that I'm perfectly capable of feeding her son.

34. DICK: Just let her get a whiff of this kitchen. (SNIFFS) Mmm! Smells like home. The kind of dinners Mother used to make.

35. BETTY: Well, I really think it's all going to turn out all right if she comes on time.

36. DICK: I've never known Mother to be late to a meal yet.
(PAUSE) What's in the skillet?



37. BETTY: Pork Tenderloin.

38. DICK: My favorite meat! And Mother's too.

39. BETTY: That's why I got it - the best piece the butcher had.
A nice big juicy one.

40. DICK: Let's see it.

41. BETTY: (TURNING OFF) Take a pot holder ---

42. SOUND: COVER OF SKILLET REMOVED.

43. DICK: Hey - where's the rest of it?

44. BETTY: (AWAY) The rest of what?

45. DICK: The meat. You said it was so big---

46. BETTY: Why - why, Dick - it must have shrunk!

47. DICK: That's funny ---

48. BETTY: Funny! I don't see anything funny about it.

49. DICK: Now, darling ---

50. BETTY: (BREAKING INTO TEARS) It's ruined - that's what!
My whole dinner's ruined!

51. DICK: No, it isn't. It looks delicious - really - what
there is of it.

52. BETTY: (CRYING) Your mother will think I'm starving you.

53. SOUND: DOORBELL RINGS, OFF MIKE.

54. BETTY: Ohhhh dearr!

55. DICK: Here - taky my handkerchief. I'll let her in.

56. BETTY: (FADING) Keep her out there! Don't let her come
in the kitchen.

57. DICK: (CALLING BACK) I'll try - but you know Mother!

58. SOUND: FADE IN RATTLE OF DOORKNOB.

59. DICK: all right - all right!

60. SOUND: DOOR OPENS.

61. MOTHER: (FADING IN) What do you mean - you know Mother?

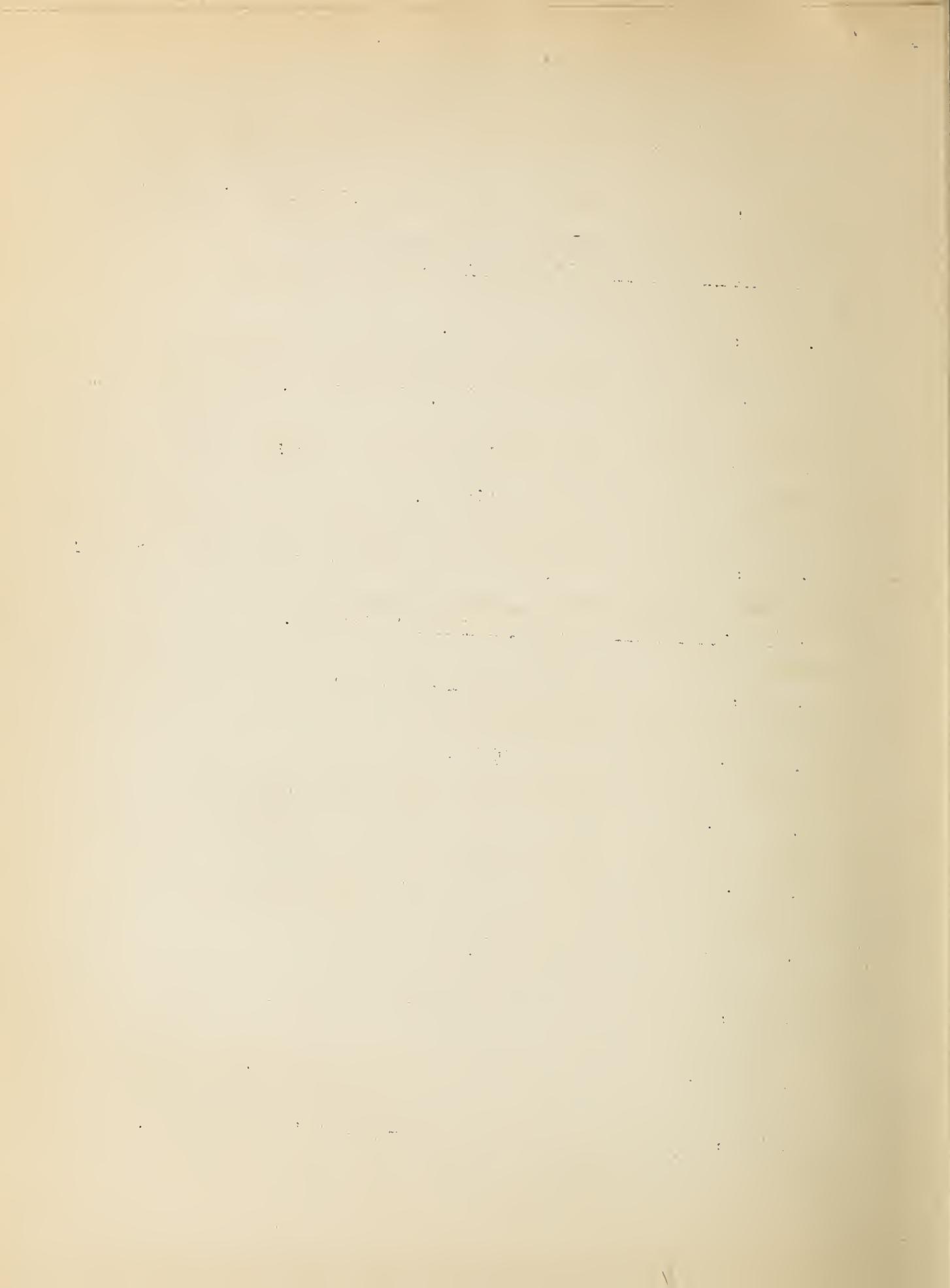
62. DICK: Well, she does.

63. MOTHER: Where is Betty?

64. DICK: Out in the kitchen, but ---

65. MOTHER : Here, Dick - hang up my coat.

66. DICK: (FADING) Hey - you can't go out there!



67. MOTHER: Now, don't try to treat me like company.

68. BETTY: (FADING IN) Oh - hello, Mother!

69. MOTHER: Hello, dear. (SNIFFS) My, something smells wonderful!

70. BETTY: You might as well enjoy the smell, 'cause I'm afraid you aren't going to get much more than that.

71. MOTHER: Why, Betty - you've been crying!

72. BETTY: I did so want to have a nice dinner for you. And now just look at this meat!

73. MOTHER: Pork tenderloin! That is nice!

74. BETTY: But look at the size of it! Why, it was twice that big when I bought it!

75. MOTHER: Probably just cooked a bit too fast.

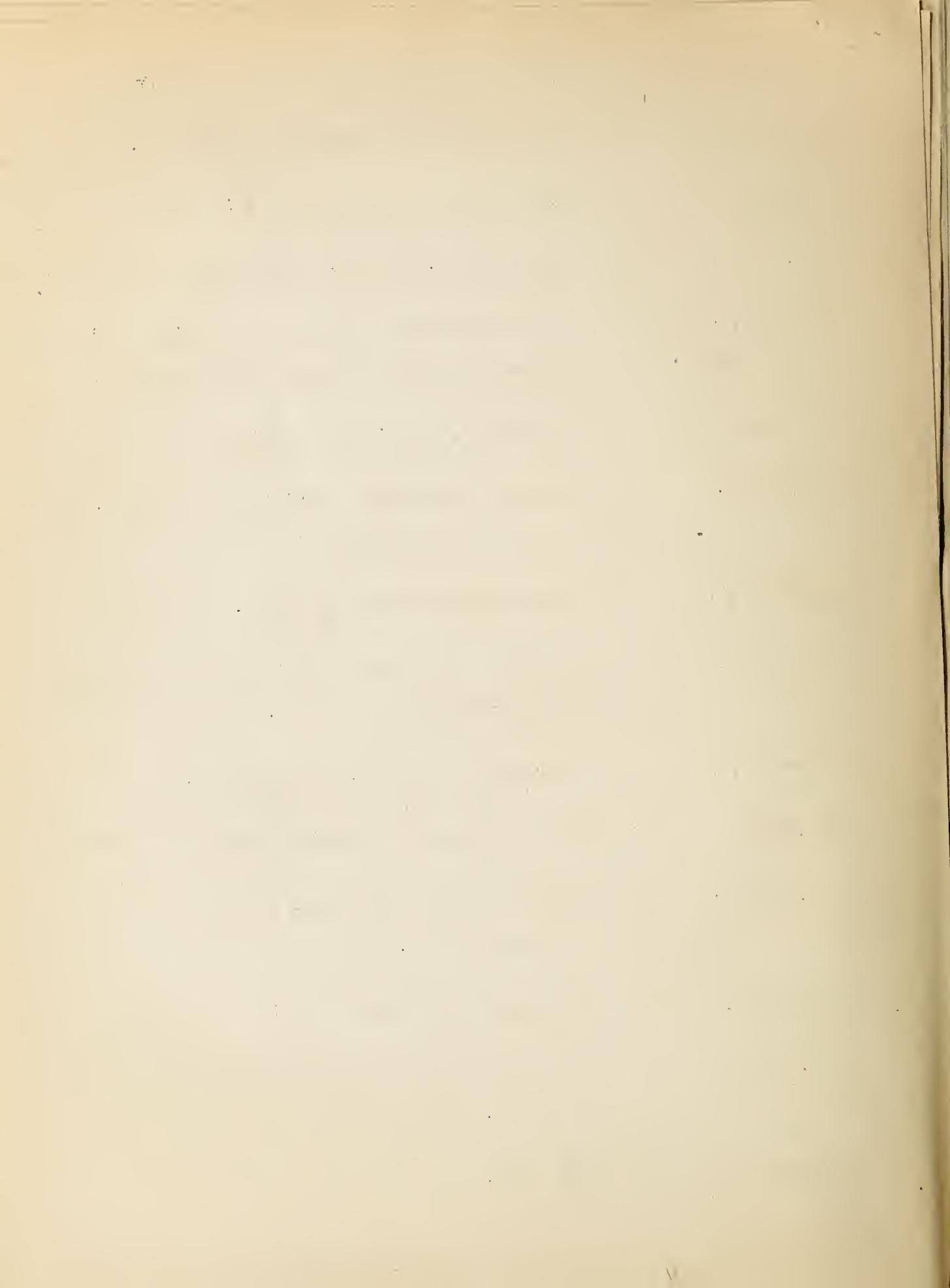
76. BETTY: Does that make meat shrink - cooking it too fast?

77. MOTHER: Uh-huh - a high fire. Makes it shrink, and often toughens it too.

78. BETTY: Oh, dear - how stupid of me!

79. MOTHER: Not at all - I made the same mistake when I was first married.

80. BETTY: You did!



81. MOTHER: Absolutely. And I made worse mistakes. Much worse. For instance. I didn't know - as you seem to - that pork, of all meats, should be cooked till it's well done. I fed some half-raw pork once to Dick's father and almost lost a husband.

82. BETTY: Well, if this pork is well done, it's purcly accidental I assure you.

83. MOTHER: I'm glad my son's married to a wife who cooks such lucky accidents.

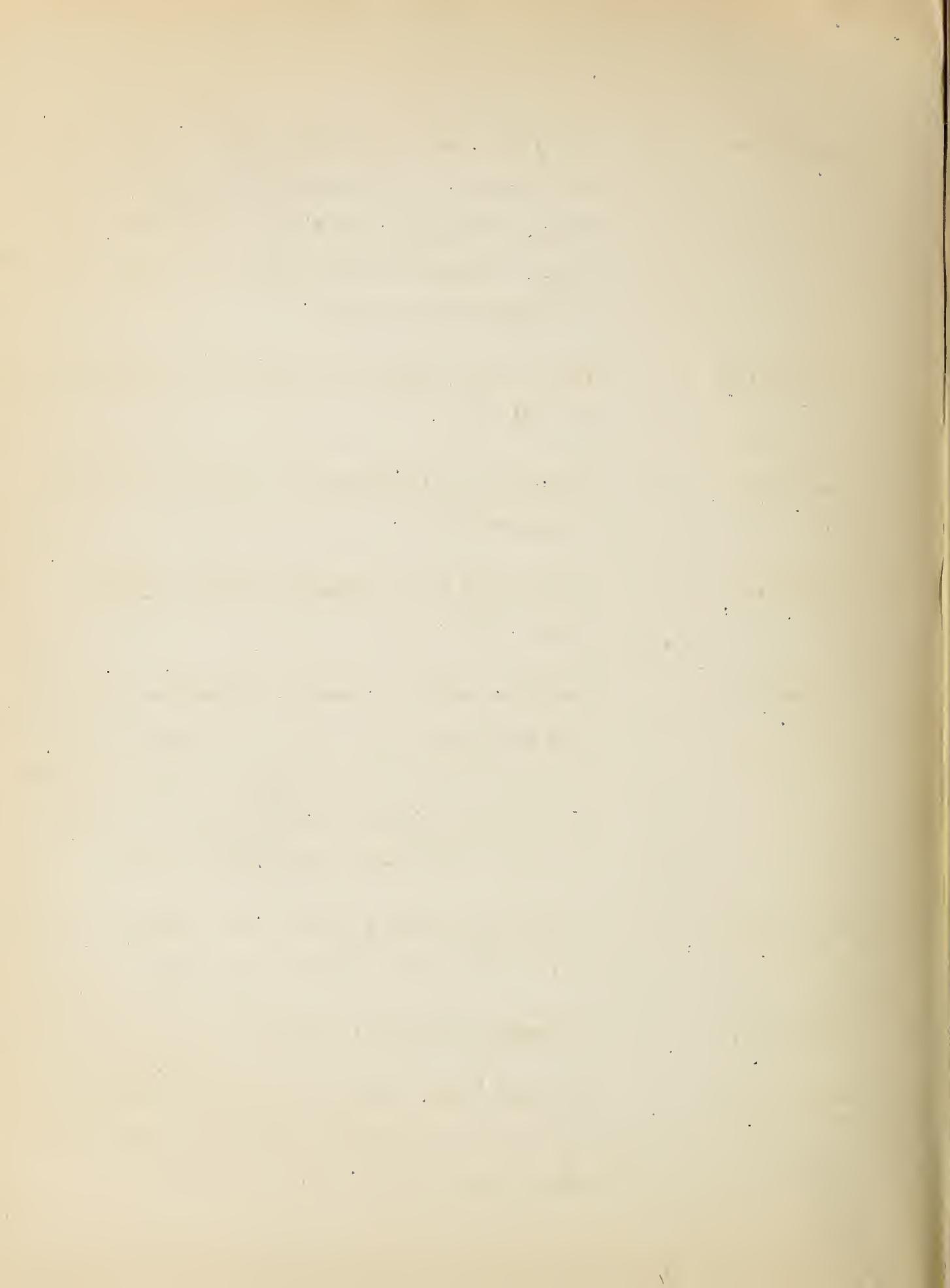
84. BETTY: But the next time it should be well done slowly. Is that it?

85. MOTHER: That's the trick. A moderate temperature. Helps keep the juices in the meat - so you have a larger, more tender piece of meat when you get through. Just the way Dick likes it. You know, they say that the way to a man's heart is through his stomach.

86. BETTY: Cooking lesson number one! To keep a husband - well fed - cook meat at a moderate temperature.

87. MOTHER: (LAUGHING) That's it! (FADES)

88. FREYMAN: (ON MIKE. AFTER PAUSE) And that's one cooking lesson Betty will never forget - though she's learned a few more since. I've taught her what I know.



89. JOHN: Any more lessons that will help make the most of meat?

90. FREYMAN: Oh, just the usual ones, Johnny. I avoid sticking a fork into meat. I use a pancake turner instead. Helps keep the juices in.

93. JOHN: That sounds like a good idea. Any more pointers?

94. FREYMAN: How about you? I thought it was supposed to be your job to consult the experts and then report back to your CONSUMER TIME listeners.

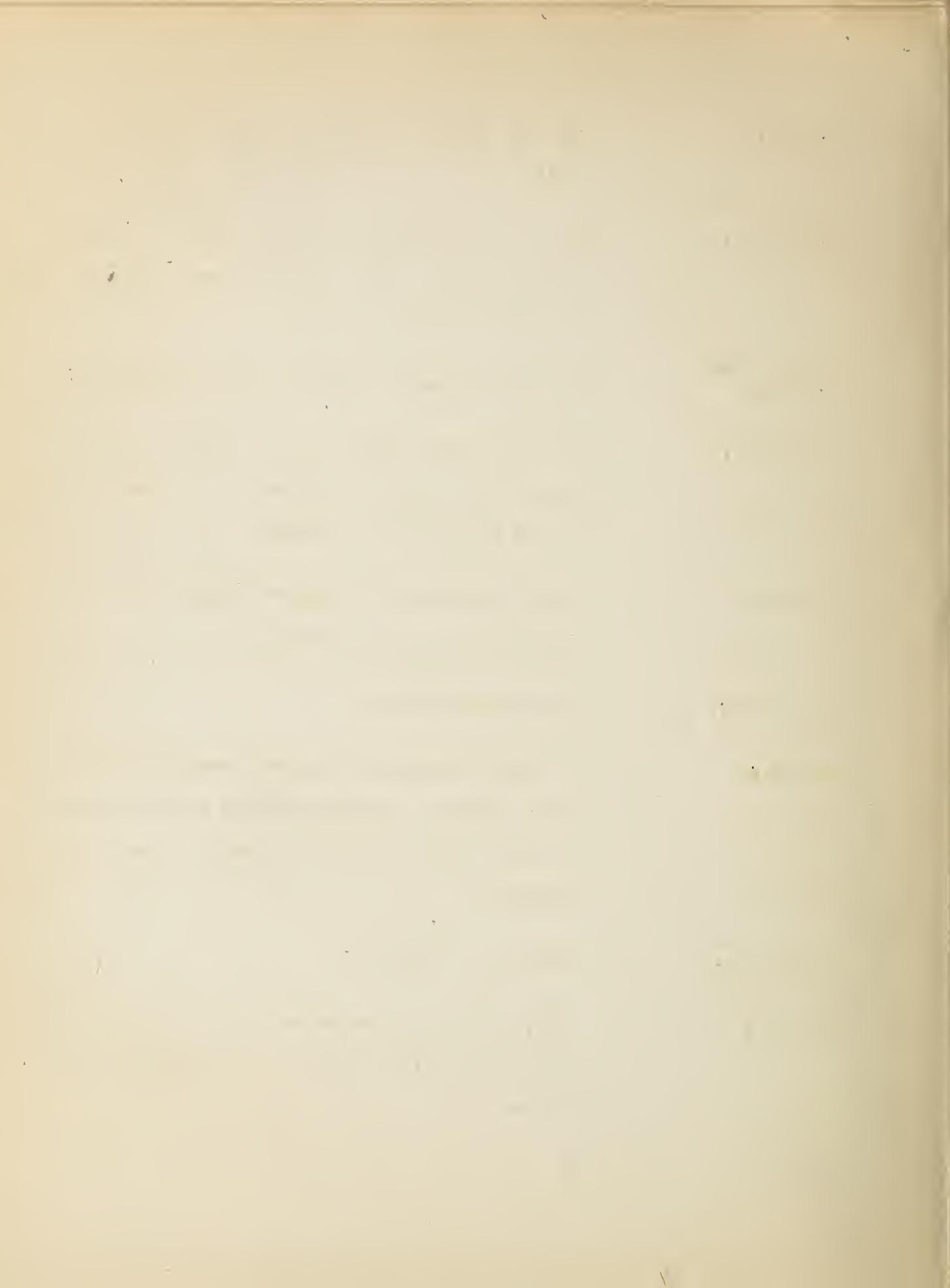
95. JOHN: Well, I did consult the experts in the Bureau of Human Nutrition and Home Economics ---

96. FREYMAN: And what did they say?

97. JOHN: They also recommended a moderate heat for cooking meat. They say it helps keep down cooking losses - so there's more meat left to serve for each pound purchases.

98. FREYMAN: Uh-huh. And what else?

99. JOHN: Well, they say - to make the most of the flavor and food value - cook meat until it's tender, but don't overcook it.



100. FREYMAN: How about pork?

101. JOHN: They agree with Betty's mother-in-law on that. Always cook pork well done. - to safeguard your health.

102. FREYMAN: But surely they must have some more suggestions - different ones - for getting the most from every bit of meat we buy --

103. JOHN: They have. Those home economists advise you to guard against every kind of meat waste - from the butcher's block right to your table.

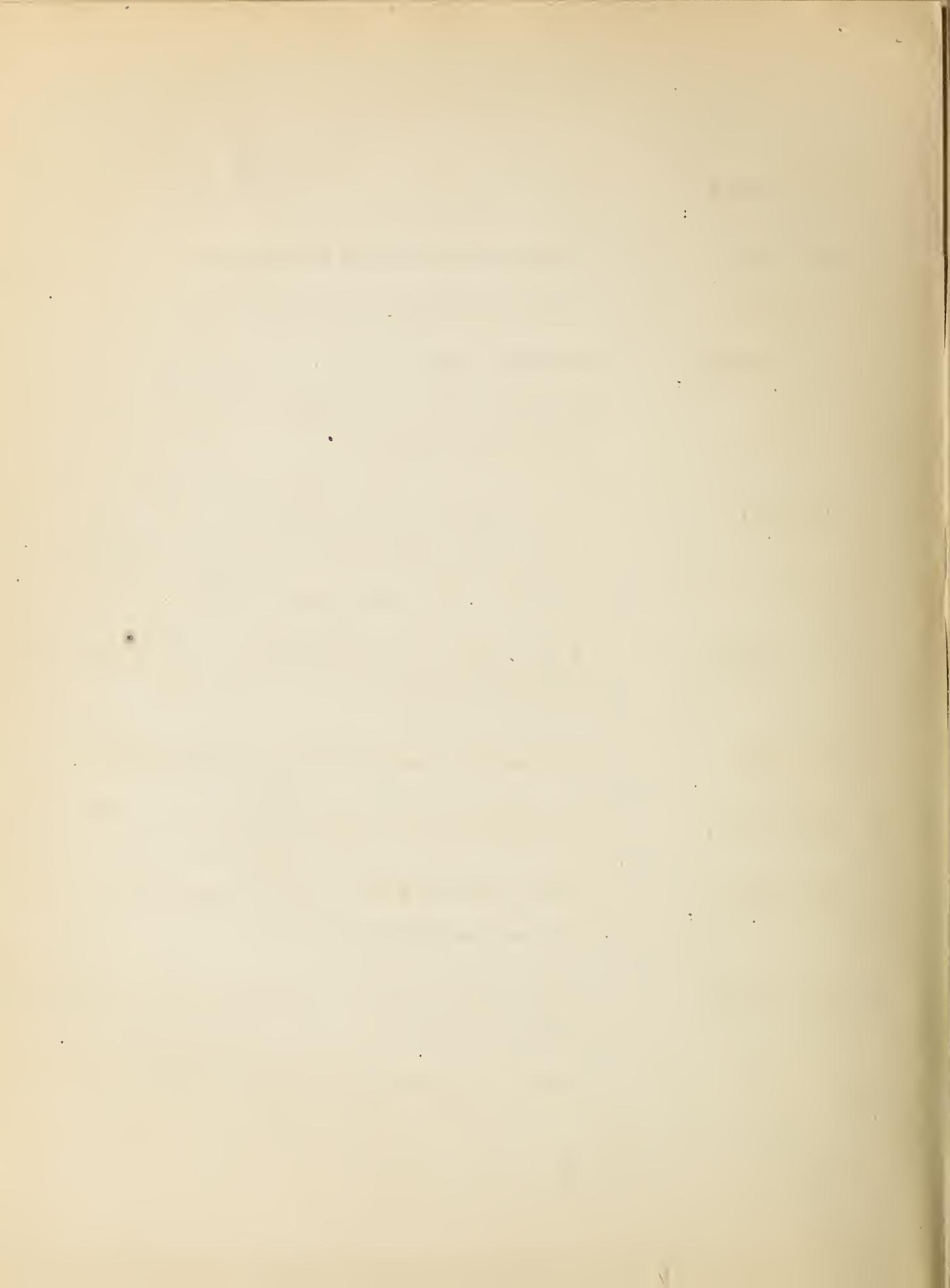
104. FREYMAN: I don't see how we'd have much to say about waste on the butchers' block.

105. JOHN: You can take home the trimmings he cuts off.

106. FREYMAN: You mean bones - for soup?

107. JOHN: Yes - and the fat too. You can slice it thin - melt it down - and use it in cooking.

108. FREYMAN: Why, I never thought of asking the butcher for those trimmings. But after all - we pay for them. I mean - he weighs the meat before he trims it.



109. JOHN: Of course he does. And there might even be some little tidbits of lean meat along those trimmings - that you could use in stew, or grind for meat patties.

110. FREYMAN: Well, I certainly won't let any of that get away from me!

111. JOHN: And another way you can save meat as you buy it... I mentioned it last week. Remember?

112. FREYMAN: Learning to use the low-point cuts?

113. JOHN: That's it. Many of those low-point cuts will give you more meat per point than the cuts that take a larger number of points out of your ration.

114. FREYMAN: I thought the low-point cuts had less meat on them.

115. JOHN: That's generally true - yes. But one reason some cuts of meat have a low point value is that they aren't so much in demand. But you can demand them - if you know what they are, and how to turn them into a tasty dish. Learn that. Talk to your butcher.
Bone up in recipe books.

116. FREYMAN: Bone up on bones, huh?

117. JOHN: I wasn't trying to be funny. You'll find lots of new dishes you can make out of the low-cost and low-point cuts of meat - if you just start digging into the cook-books. And lots of those dishes will make a little bit of meat go a long way.

118. FREYMAN: Such as ---?

119. JOHN: Goulash - chop suey - East Indian Curry. Interesting foreign dishes. Most of the world, you know, has always had to get along on less meat than we Americans are used to. So they've had to think up appetizing ways of stretching the flavor.

120. FREYMAN: You know, I was talking to a refugee woman about that just the other day, Johnny.

121. JOHN: You were?

122. FREYMAN: Un-huh. And she was simply appalled at the amount of food we Americans throw into our garbage cans. She said that over in Europe people would make a whole meal out of that. Even in peace time. They'd be ashamed to throw so much food away.

123. JOHN: Well, that's one of the things I want to mention - the meat we throw away. Or that we used to throw away. We can't afford to throw out left-overs these days. Not any of us.

124. FREYMAN: I never throw out left-over meat. My husband grumbles sometimes when I serve it again warmed-up, but I make him eat it.

125. JOHN: Well, you know, we men would rather be tempted into eating a thing than made to eat it. Couldn't you fix up those left-overs so attractively that we just simply couldn't resist them? Maybe so we wouldn't even know they're left-overs?

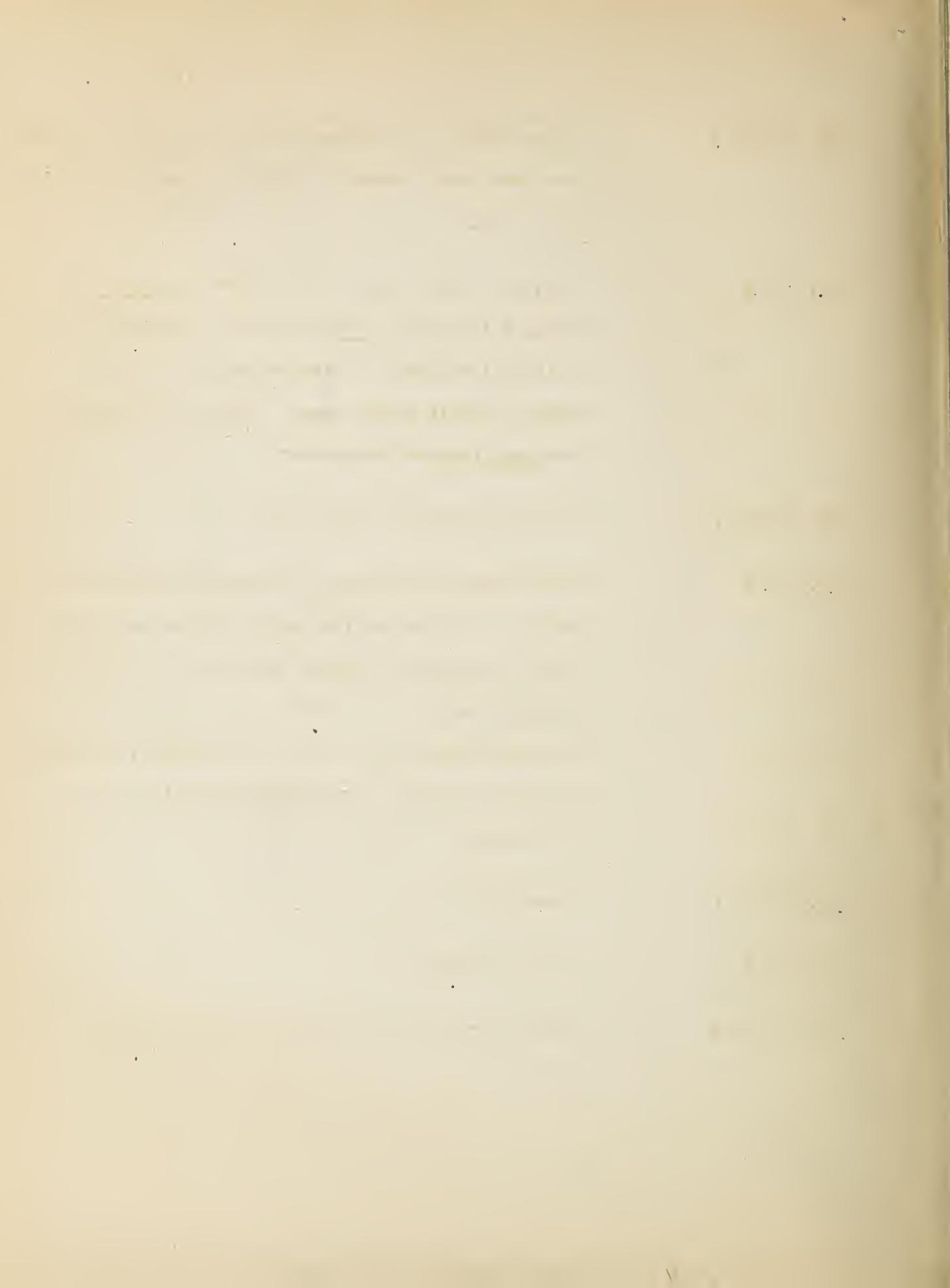
126. FREYMAN: Can you suggest any such magic?

127. JOHN: Yes - curry, for instance, if the left-over meat is lamb. My wife serves lamb curry with so many condiments that the whole meat becomes sort of a game. She has shopped peanuts to sprinkle over the curry - and cocoanut, when she can get it - and pickled watermelon rind that she puts up herself- after we've eaten a watermelon.

128. FREYMAN: Wonderful.

129. JOHN: It is wonderful.

130. FREYMAN: I mean your wife. She cooks with imagination.



131. JOHN: She certainly does. And that's the priceless ingredient that can turn an ordinary meal into something special. Why, you know - I often enjoy our left-over meals even more than the first ones.

132. FREYMAN: But all women don't have the imagination to think up those things, Johnny. Most of us need suggestions.

133. JOHN: Well, I have a whole leaflet full of suggestions for you - "Sixty-five Ways to Stretch Your Meat Ration."

134. FREYMAN: Sixty-five ways!

135. JOHN: Based on information from the Bureau of Human Nutrition and Home Economics - so you know they're good.

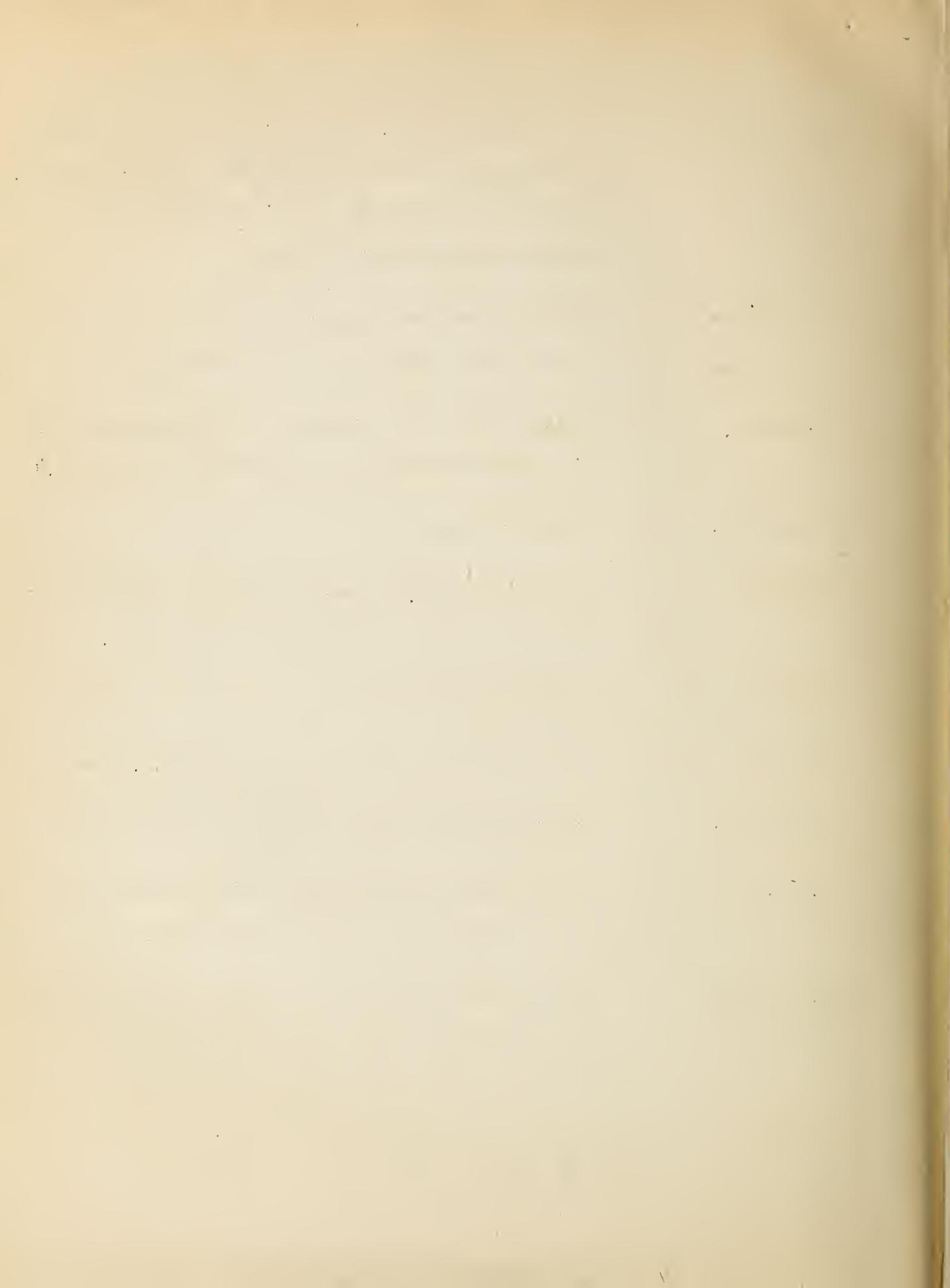
136. FREYMAN: Could I see that leaflet?

137. JOHN: Yes - got a copy right here in my pocket... Here ---

138. FREYMAN: "Sixty-five Ways to Stretch Your Meat Ration"---!

139. JOHN: First, there, it tells some of those pointers I gave you - how to make good use of all you get.

140. FREYMAN: Oh, yes - "Know your cuts - and cook meat the modern way, at moderate heat - vary the seasonings---"



141. JOHN: Then it goes on with suggestions for spreading the meat flavor. Different kinds of meat loaves and patties - shepherds pie - chowder - a recipe for barbecue sauce --

142. FREYMAN: Say, this is wonderful!

143. JOHN: There's really a lot more than sixty-five ways in that leaflet - bacause each suggestion has so many possibilities.

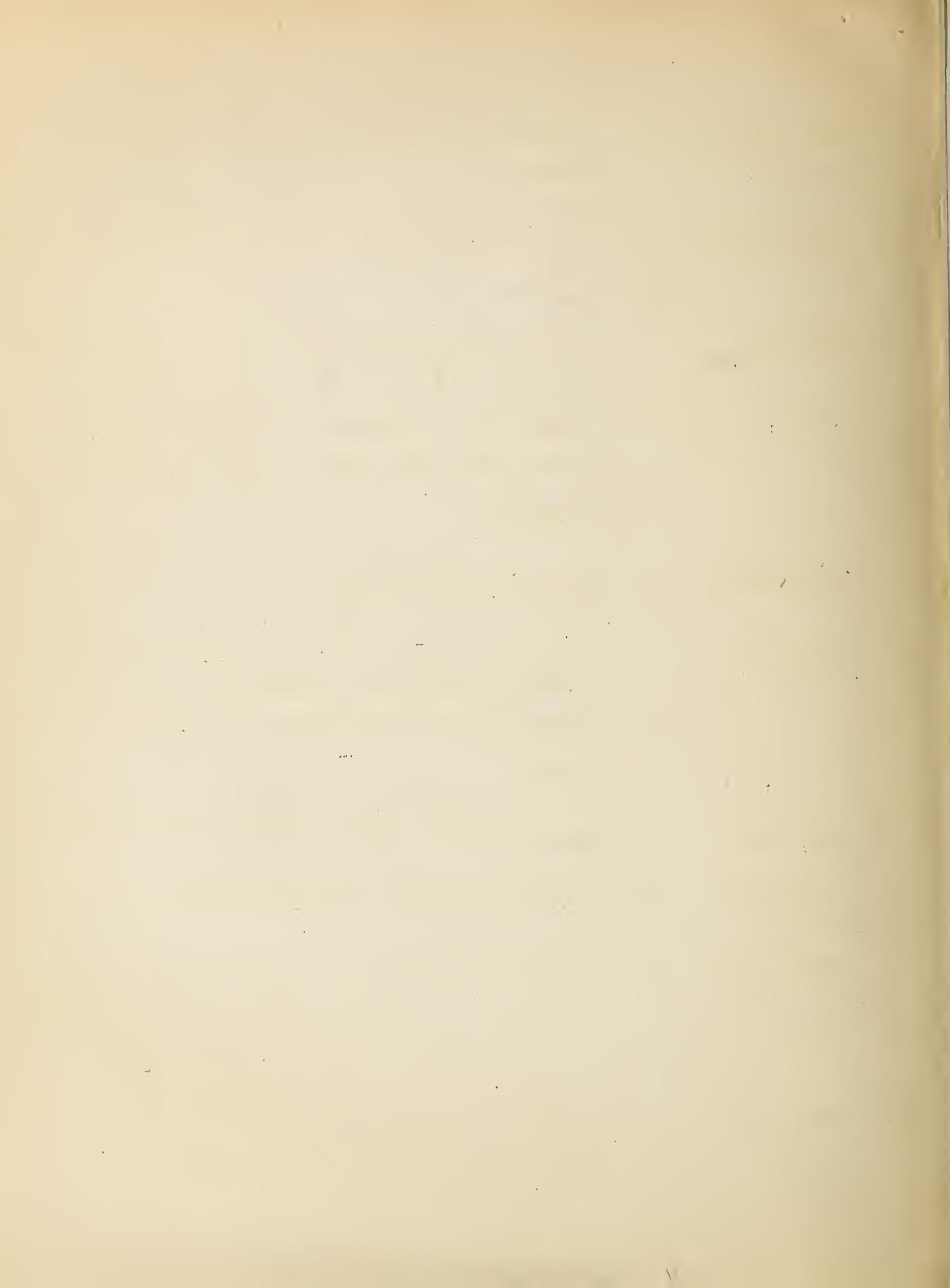
144. FREYMAN I see this tells how to cook the variety meats too - liver, and kidneys - brains - heart ----

145. JOHN: Practically every kind of meat you can get. Poultry-fish - oysters and crabs ---

146. FREYMAN: And here on this page - "other alternate main dishes"---

147. JOHN: Those suggestions are using other progein foods - on the days you don't serve meat. Cheese, for instance, has some of the same food value as meat - and eggs - and dried beans and peas. All of those foods make good body-buildin,g dishes - if you know how to use them.

148. FREYMAN: Well, we'd certainly know how if we had a copy of this leaflet.



149. JOHN: Then write in to CONSUMER TIME - and we'll send you a copy.

150. FREYMAN: CONSUMER TIME - Department of Agriculture - Washington, D. C.

151. JOHN: That's the place. And I'll repeat that address later in the program - so all of our new listeners can jot it down. Right now I'd like to call our guest speaker over here to the microphone. (CALLING) Mr. Russell —

152. RUSSELL: (FADING IN) Yes, Johnny?

153. JOHN: As Deputy Director of the Food Distribution Administration, maybe you can give Mrs. Freyman some extra pointers that will help her stretch her meat ration.

154. RUSSELL: Well, I'll try, Johnny. Hello there, Mrs. Freyman.

155. FREYMAN: Hello, Mr. Russell. Do you know some good recipes?

156. RUSSELL: (LAUGHING) No, I can't give any advice on how to cook, but I do have some inside information of what to cook.

157. FREYMAN: Yes —?

158. RUSSELL: Well, there's poultry. That's not rationed, you know.

159. FREYMAN: But is there going to be enough of that to count on?

160. RUSSELL: According to the reports we're getting in from farmers in various corners of this country, there'll be more poultry this year than we had last.

161. FREYMAN: Oh. Then I certainly will count on chickens to pad out my meat ration.

162. RUSSELL: Well, of course, there'll be more people wanting chickens too - so you ought to watch for other kinds of poultry when you go to your meat market - ducks turkey, squab, guineas hens ---

163. FREYMAN: That's right, I guess I'd better keep my eyes open for every kind of poultry.

164. RUSSEL: Your eyes - and your mind. You know, we're all going to have to keep an open mind these days - if we want to make the most of the food supply we have on hand. A mind open to new ideas. Now, most of us got our food habits pretty well set in childhood.

165. FREYMAN: Like that young husband - Dick - who lives next door to me - wanting food like mother used to make.

166. RUSSELL: Exactly. And we're most all like that - whether our favorite food happens to be pies or pork tenderloin. But we can't afford to act quite so choosy in wartime - not if we want to get enough to eat. There just aren't so many pies as there used to be - or so much pork tenderloin.

167. FREYMAN: And mother herself is apt to be working in a war plant - so she probably has to leave her shopping till late in the afternoon.

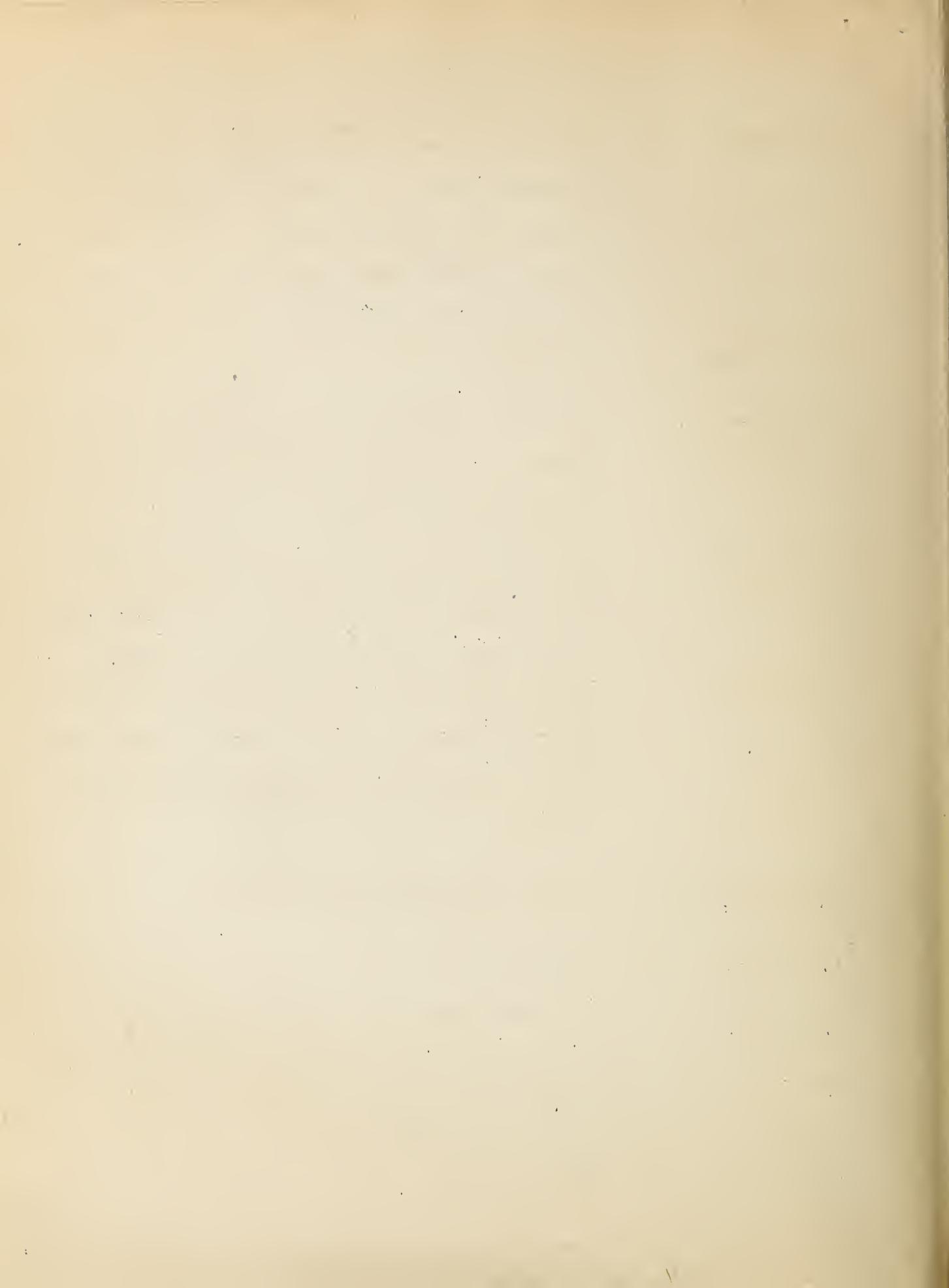
168. RUSSELL: If so, she'll be smart to make the very most of whatever kinds of food she finds in the store. She'll try new kinds of poultry - and save her family's ration points. And she'll try new kinds of fish too. They aren't rationed either, you know - except canned fish. You can buy as much frozen, or smoke fish as you like.

169. FREYMAN: We don't eat much fish at our house.

170. RUSSELL: Why not?

171. FREYMAN: Oh, I don't know. I just never think of buying it.

172. RUSSELL: Well, You'll probably be thinking of it a lot often from now on - since fish doesn't take any ration points and there again - I'd advise you to try different varieties. Get acquainted with the fish that are caught near home - because those are apt to be most plentiful.



173. FREYMAN: Ang if they aren't plentiful---?

174. RUSSELL: There are other alternates for meat. Cheese - eggs - dried beans and peas. Those all make good hearty protein dishes for the center of a meal.

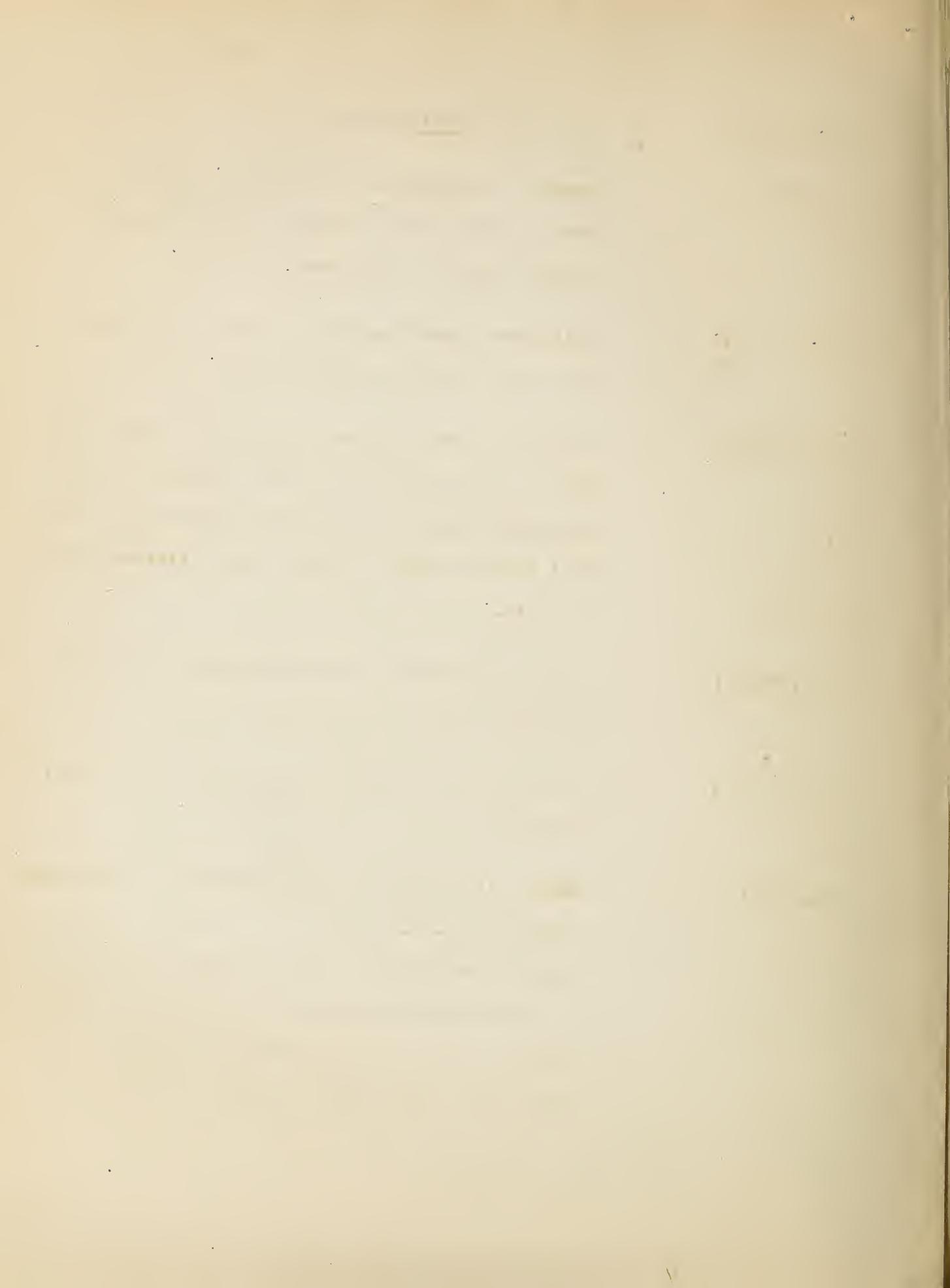
175. FREYMAN: Well, then - according to you - this job of stretching the meat won't be so hard after all.

176. RUSSELL: Not if you keep your eyes and your mind open - and try new ways of using new foods to help you stretch your meat supply. It ought to be fairly easy - with that leaflet Johnny's offered you, on **sixty-five** ways to do it.

177. FREYMAN: I want to get that as soon as possible. I'm going to write in for my copy today.

178. RUSSELL: You were going to repeat the address - weren't you, Johnny?

179. JOHN: Mm-hm. It's CONSUMER TIME - Department of Agriculture Washington, D. C. Anyone who wants a copy of this leaflet - "Sixty-five Ways to Stretch Your Meat Ration" - can get it just by dropping us a post card. Tell us your name and address - and the call letters of the radio station over which you heard this program.



180. FREYMAN: You'll get a card from me, Johnny. And now - about next week's program ---

181. JOHN: You consumers have something to suggest?

182. FREYMAN: Yes. Remember that program we had last year - about a hungry little moth worm?

183. JOHN: Oh, yes. All about Wooly the Moth and his friends.

184. FREYMAN: That was it! Don't you think it's about time we broadcast that program again? Now that we're putting our precious woolens away for the summer ---

185. JOHN: You want that same program?

186. FREYMAN: Why not? It really told the facts about moths - and how to get rid of them. And we need those facts more than ever this year.

187. JOHN: And I could probably get you some extra special wartime facts - to add to Wooly - if you think our listeners would like to have them.

188. FREYMAN: Well, let's ask our listeners - they could say so now - when they write in for this leaflet on meat.

189. JOHN: All right, then. Did you all hear that? If you'd like to hear about Moth Control in Wartime next week - write and tell us so, when you ask for "Sixty-five Ways to Stretch Your Meat Ration."

ANNOUNCER: And did you all get the address? Write to: CONSUMER TIME - Department of Agriculture - Washington, D. C. All you need to send is your name and address and the call letters of your radio station.

Heard on today's program were:

Script by Jane Ashman.

CONSUMER TIME is a public service of NBC and the independent radio stations associated with the NBC Network - presented by the Food Distribution Administration of the Department of Agriculture, in cooperation with other Government agencies working for consumers.

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